

WHAT IS CLAIMED IS:

1 1. A computer-implemented method of initiating an action upon exit
2 from a web site, the method comprising:
3 accessing the web site using a first browser executing on a user system;
4 upon accessing the web site, performing processing at the user system to
5 periodically monitor if the first browser has exited the web site; and
6 initiating the action upon determining that the first browser has exited the
7 web site.

1 2. The method of claim 1 wherein initiating the action comprises:
2 communicating a message from the user system to a server indicating that
3 the first browser has exited the web site;
4 in response to the message, receiving a form at the user system from the
5 server; and
6 outputting the form via the user system.

1 3. The method of claim 1 wherein initiating the action comprises:
2 communicating a message from the user system to a server indicating that
3 the first browser has exited the web site, the message including information related to a
4 user of the first browser and information related to activities performed by the user at the
5 web site;
6 in response to the message, receiving a form at the user system from the
7 server, wherein the form is personalized for the user based upon the information included
8 in the message; and
9 outputting the form via the user system.

1 4. The method of claim 1 wherein accessing the web site comprises
2 accessing a first web page stored by the web site using the first browser.

1 5. The method of claim 4 wherein performing processing at the user
2 system comprises:
3 opening a second browser on the user system;
4 loading a second web page from the web site into the second browser; and
5 initiating a timer on the user system, the timer configured to generate a
6 signal at periodic time intervals.

1 6. The method of claim 5 wherein the second browser is minimized.

1 7. The method of claim 5 further comprising:
2 in response to the signal periodically generated by the timer:
3 monitoring user activities performed by a user of the first browser
4 at the web site; and
5 determining if the first browser has exited the web site.

1 8. The method of claim 7 wherein monitoring the user activities
2 comprises:
3 collecting information related to the user; and
4 collecting information related to activities performed by the user at the
5 web site.

1 9. The method of claim 8 wherein initiating the action upon
2 determining that the first browser has exited the web site comprises:
3 generating a form for the user based upon the information related to the
4 user and the information related to the activities performed by the user at the web site;
5 and
6 outputting the form to the user via the user system.

1 10. The method of claim 7 wherein determining if the first browser has
2 exited the web site comprises:
3 obtaining a reference to the first browser's window;
4 inspecting an attribute of the first browser window using the reference to
5 the first browser's window; and
6 determining if an error occurred due to inspecting the attribute, the
7 occurrence of the error indicating that the first browser has exited the web site.

1 11. The method of claim 10 wherein the attribute is a name attribute.

1 12. The method of claim 7 wherein determining if the first browser has
2 exited the web site comprises:
3 obtaining a reference to the first browser's window;
4 inspecting a name variable of the first browser window using the reference
5 to the first browser's window; and

6 determining if an exception occurred due to inspecting the name variable,
7 the occurrence of the exception indicating that the first browser has exited the web site.

1 13. The method of claim 12 further comprising:
2 if no exception occurred due to inspecting the name variable:
3 inspecting a document domain attribute of the first browser
4 window using the reference to the first browser's window; and
5 determining if an exception occurred due to inspecting the
6 document domain attribute, the occurrence of the exception indicating that the first
7 browser has exited the web site.

1 14. A computer-implemented method of initiating an action upon exit
2 from a web site, the method comprising:
3 accessing the web site by accessing a first web page stored by the web site
4 using a first browser;
5 upon accessing the web site:
6 opening a second browser;
7 loading a second web page from the web site into the second
8 browser; and
9 initiating a timer configured to periodically generate a signal after a
10 time period;
11 in response to the signal periodically generated by the timer:
12 collecting information related to a user of the first browser and the
13 user's activities at the web site; and
14 determining if the first browser has exited the web site; and
15 initiating the action upon determining that the first browser has exited the
16 web site.

1 15. The method of claim 14 wherein determining if the first browser
2 has exited the web site comprises:
3 obtaining a reference to the first browser's window;
4 inspecting an attribute of the first browser window using the reference to
5 the first browser's window; and
6 determining if an error occurred due to inspecting the attribute, the
7 occurrence of the error indicating that the first browser has exited the web site.

1 16. The method of claim 15 wherein the attribute is a name attribute.

1 17. The method of claim 14 wherein determining if the first browser
2 has exited the web site comprises:

3 obtaining a reference to the first browser's window;
4 inspecting a name variable of the first browser window using the reference
5 to the first browser's window; and
6 determining if an exception occurred due to inspecting the name variable,
7 the occurrence of the exception indicating that the first browser has exited the web site.

1 18. The method of claim 17 further comprising:
2 if no exception occurred due to inspecting the name variable:
3 inspecting a document domain attribute of the first browser
4 window using the reference to the first browser's window; and
5 determining if an exception occurred due to inspecting the
6 document domain attribute, the occurrence of the exception indicating that the first
7 browser has exited the web site.

1 19. The method of claim 14 wherein initiating the action upon
2 determining that the first browser has exited the web site comprises:
3 communicating the information related to the user and the user's activities
4 at the web site to a server;
5 receiving a form from the server, the form generated by the server based
6 upon the information related to the user and the user's activities at the web site; and
7 displaying the form to the user.

1 20. A computer-implemented method of performing an action upon
2 exit from a first web site, the method comprising:
3 accessing the first web site by accessing a first web page stored by the first
4 web site using a first browser;
5 outputting the first web page via the first browser;
6 upon outputting the first web page, performing processing to periodically
7 monitor if the first browser has exited the first web site; and
8 performing the action upon determining that the first browser has exited
9 the first web site.

1 21. The method of claim 20 wherein performing the action comprises:
2 communicating a message to a server indicating that the first browser has
3 exited from the first web site;
4 receiving a form from the server in response to the message; and
5 outputting the form via the first browser.

1 22. The method of claim 20 wherein performing the processing
2 comprises:
3 opening a second browser;
4 loading a second web page from the first web site into the second browser;
5 executing a timer configured to generate a signal at periodic intervals; and
6 in response to the signal periodically generated by the timer:
7 inspecting an attribute of the web page displayed in the first
8 browser to determine if the first browser has exited the first web site; and
9 communicating a message to a server if it is determined that the
10 first browser has exited the first web site.

1 23. A system for performing an action upon exit from a first web site,
2 the system comprising:
3 a processor;
4 a memory coupled to the processor, the memory configured to store a
5 plurality of code modules for execution by the processor, the plurality of code modules
6 comprising:
7 a code module for accessing the first web site by accessing a first
8 web page stored by the first web site using a first browser;
9 a code module for outputting the first web page via the first
10 browser;
11 upon outputting the first web page, a code module for performing
12 processing to monitor if the first browser has exited the first web site; and
13 a code module for performing the action upon determining that the
14 first browser has exited the first web site.

1 24. The system of claim 23 wherein the code module for performing
2 the action comprises:

3 a code module for communicating a message to a server indicating that the
4 first browser has exited the first web site;
5 a code module for receiving a form from the server in response to the
6 message; and
7 a code module for outputting the form via the first browser.

1 25. The system of claim 23 wherein the code module for performing
2 processing to monitor if the first browser has exited the first web site comprises:

3 a code module for opening a second browser;
4 a code module for loading a second web page from the first web site into
5 the second browser;
6 a code module for executing a timer configured to generate a signal at
7 periodic intervals; and
8 in response to the signal periodically generated by the timer:
9 a code module for inspecting an attribute of the web page displayed
10 in the first browser to determine if the first browser has exited the first web site; and
11 a code module for communicating a message to a server if it is
12 determined that the first browser has exited the first web site.

1 26. A network system for initiating an action when a user exits a web
2 site, the system comprising:

3 a communication network;
4 a plurality of web servers coupled to the communication network, the
5 plurality of web servers including a first web server configured to host the web site; and
6 a user system coupled to the communication network;
7 wherein the user system accesses the web site by accessing a first web
8 page stored by the web site using a first browser executing on the user system;
9 wherein the user system, upon accessing the web-site, is configured to
10 perform processing to periodically monitor if the first browser has exited the web site;
11 and
12 wherein the user system is configured to initiate the action upon
13 determining that the first browser has exited the web site.

1 27. The system of claim 26 wherein the user system is configured to
2 determine if the first browser has exited the web site by:

1 32. The system of claim 27 further comprising a second server coupled
2 to the user system, and wherein the user system is configured to initiate the action by:
3 communicating the information about the user and user activities at the
4 web site to the second server; and
5 receiving a form generated by the second server based upon the
6 information; and
7 displaying the form to the user.

1 33. A computer program product stored on a computer readable
2 storage medium for performing an action upon exit from a first web site, the computer
3 program product comprising:
4 code for accessing the first web site by accessing a first web page stored
5 by the first web site using a first browser;
6 code for outputting the first web page via the first browser;
7 upon outputting the first web page, code for performing processing to
8 periodically monitor if the first browser has exited the first web site; and
9 code for performing the action upon determining that the first browser has
10 exited the first web site.

1 34. The computer program product of claim 33 wherein the code for
2 performing the action comprises:
3 code for communicating a message to a server indicating that the first
4 browser has exited from the first web site;
5 code for receiving a form from the server in response to the message; and
6 code for outputting the form via the first browser.

1 35. The computer program product of claim 33 wherein the code for
2 performing the processing comprises:
3 code for opening a second browser;
4 code for loading a second web page from the first web site into the second
5 browser;
6 code for executing a timer configured to generate a signal at periodic
7 intervals; and
8 in response to the signal periodically generated by the timer:

9 code for inspecting an attribute of the web page displayed in the
10 first browser to determine if the first browser has exited the first web site; and
11 code for communicating a message to a server if it is determined
12 that the first browser has exited the first web site.

1 36. A computer program product stored on a computer readable
2 storage medium for initiating an action upon exit from a web site, the computer program
3 product comprising:
4 code for accessing the web site by accessing a first web page stored by the
5 web site using a first browser;
6 upon accessing the web site:
7 code for opening a second browser;
8 code for loading a second web page from the web site into the
9 second browser; and
10 code for initiating a timer configured to periodically generate a
11 signal after a time period;
12 in response to the signal periodically generated by the timer:
13 code for collecting information related to a user of the first browser
14 and the user's activities at the web site; and
15 code for determining if the first browser has exited the web site;
16 and
17 code for initiating the action upon determining that the first browser has
18 exited the web site.

1 37. The computer program product of claim 36 wherein the code for
2 determining if the first browser has exited the web site comprises:
3 code for obtaining a reference to the first browser's window;
4 code for inspecting an attribute of the first browser window using the
5 reference to the first browser's window; and
6 code for determining if an error occurred due to inspecting the attribute,
7 the occurrence of the error indicating that the first browser has exited the web site.

1 38. The computer program product of claim 37 wherein the attribute is
2 a name attribute.

1 39. The computer program product of claim 36 wherein the code for
2 determining if the first browser has exited the web site comprises:
3 code for obtaining a reference to the first browser's window;
4 code for inspecting a name variable of the first browser window using the
5 reference to the first browser's window; and
6 code for determining if an exception occurred due to inspecting the name
7 variable, the occurrence of the exception indicating that the first browser has exited the
8 web site.

1 40. The computer program product of claim 39 further comprising:
2 if no exception occurred due to inspecting the name variable:
3 code for inspecting a document domain attribute of the first
4 browser window using the reference to the first browser's window; and
5 code for determining if an exception occurred due to inspecting the
6 document domain attribute, the occurrence of the exception indicating that the first
7 browser has exited the web site.

1 41. The computer program product of claim 36 further comprising:
2 code for communicating the information related to the user and the user's
3 activities at the web site to a server;
4 code for receiving a form from the server, the form generated by the server
5 based upon the information related to the user and the user's activities at the web site; and
6 code for displaying the form to the user.